



PIZZA HUT

PIZZA SALES ANALYSIS USING SQL





PROJECT OVERVIEW:

Data Sources:

- Orders
- Order Details
- Pizzas
- Pizza Types

Tools Used: MySQL, Excel (for presentation)





DATABASE SCHEMABLES & RELATIONSHIPS:

- orders: order_id, date, time
- order_details: order_detail_id, order_id, pizza_id, quantity
- pizzas: pizza_id, pizza_type_id, size, price
- pizza_types: pizza_type_id, name, category, ingredients



TOP 5 BEST-SELLING PIZZAS

```
SELECT pizza_types.name, SUM(order_details.quantity) AS  
total_orders FROM pizza_types  
JOIN pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id  
JOIN order_details ON order_details.pizza_id = pizzas.pizza_id  
GROUP BY pizza_types.name  
ORDER BY total_orders DESC  
LIMIT 5;
```



PIZZA HUT

TOTAL REVENUE BY PIZZA TYPE

```
SELECT pizza_types.name,  
SUM(order_details.quantity * pizzas.price) AS revenue  
FROM pizza_types  
JOIN pizzas ON pizzas.pizza_type_id =  
pizza_types.pizza_type_id  
JOIN order_details ON order_details.pizza_id =  
pizzas.pizza_id  
GROUP BY pizza_types.name  
ORDER BY revenue DESC  
LIMIT 5;
```





PIZZA HUT

SALES BY PIZZA SIZE

```
SELECT pizzas.size,  
COUNT(order_details.order_details_id) AS orders  
FROM pizzas  
JOIN order_details ON pizzas.pizza_id =  
order_details.pizza_id  
GROUP BY pizzas.size;
```



\$S



\$S



\$S



\$S

MONTHLY ORDER TRENDS

```
SELECT MONTHNAME(orders.date) AS month,  
COUNT(order_details.order_details_id) AS  
orders  
FROM orders  
JOIN order_details ON orders.order_id =  
order_details.order_id  
GROUP BY month  
ORDER BY STR_TO_DATE(month, '%M');
```





KEY INSIGHTS

- Best-selling pizza: [The Thai Chicken]
- Highest revenue-generating pizza: [Thai Chicken]
- Most preferred pizza size: [Large]
- Peak month for sales: [July]



CONCLUSION

- Clear demand for specific pizzas and sizes
 - Revenue is driven by both price and volume
 - Time-based trends help in marketing and staffing decisions
 - Next steps: Inventory and promotional strategy adjustments
- 



PIZZA HUT

THANK YOU!

